

Message Text

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42

ACTION EUR-12

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P R 121109Z JUN 75
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INFO SECSTATE WASHDC 4888

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FOR BIC/OIM/224

E.O. 11652: N/A
TAGS: BEXP,SW
SUBJECT: COMMERCIAL PROGRAM: OIM MARKET RESEARCH: HEALTH CARE
INSTRUMENTS AND EQUIPMENT - SWEDEN.

REF: STATE A-3757 OF 5/29/75

1. HEALTH CARE MARKET RESEARCH BIDS RECEIVED FROM FOUR FIRMS;
THREE ARE VERY RESPONSIVE, FOURTH NOT COMPETITIVE.

A) INTERNATIONAL DEVELOPMENT GROUP BID \$6,800. ALTHOUGH
FIRM SELECTED ON BASIS OF VERY LOW BID FOR GMR IN
BUSINESS MACHINES AND ULTIMATELY PRODUCED GOOD STUDY,
DIRECTOR ROBERT BROWN SAID THAT, FOR CURRENT RESEARCH, COSTS TO
IDG REQUIRE SUBSTANTIALLY HIGHER BID. PROPOSAL ALSO STATES
REPORT COULD NOT BE SUBMITTED UNTIL OCTOBER 25.

B) KONSULTERNA AB BID SK 13,900 (\$3,546 AT CURRENT RATE
3.92). BID STATES APPROX 25 PERSONAL INTERVIEWS WILL BE
MADE, PROPOSAL RESPONSIVE TO SPECIFICATIONS BUT STATES
THAT INTERVIEWEES NEARLY IMPOSSIBLE TO CONTACT BETWEEN
JUNE 23 AND AUGUST 15 AND COMPLETE REPORT COULD NOT BE
SUBMITTED UNTIL SEPTEMBER 26. HOWEVER BID ALSO ADDS
"IF SEPTEMBER 12 DATE UNCHANGEABLE, ALTERNATIVELY WE
CAN DELIVER ON THIS DATE A REPORT WITH CERTAIN EXCLU-
SIONS WHICH WILL BE DELIVERED TWO WEEKS LATER. THIS
ALTERNATIVE IS NOT RECOMMENDED HOWEVER AS SOME OF THE
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EXCLUSIONS MAY AFFECT FINAL CONCLUSIONS". KONSULTERNA
CONDUCTED LABORATORY INSTRUMENTS GMR AND WILL BENEFIT
FROM THIS EXPERIENCE.

C) GIDLOF AND NISTROM AB BID SK 13,800 (\$3,520). AS
RESULT OF MRO CONSULTATION WITH GEORGE WISTROM (INTERVIEW
REPORT WILL BE SENT) WE BELIEVE FIRM CAPABLE OF SUBMITTING GOOD
MARKET RESEARCH FOR USDOC. BID IS RESPONSIVE AND STATES 50
INTERVIEWS WILL BE CONDUCTED, DISTANT ONES BY TELEPHONE. G W
MADE 1973 BIOMEDICAL EQUIPMENT STUDY FOR TECHNICON SCANDIVAVIA
(HOME OFFICE TARRYTOWN NY) FROM WHICH COMPANY BELIEVES
IT WOULD BENEFIT IN CURRENT RESEARCH.

D) INTERMARKET AB BID SK 12,000 (\$3,061). BID IS
RESPONSIVE TO RESERACH SPEVIFICATIONS AND PROPOSES
30 PERSONAL INTERVIEWS; ERIK DAHLBERG INDICATES FINAL
REPORT COULD BE SUBMITTED BY SEPTEMBER 12. DAHLBERG
CONDUCTED 1973 EDUCATIONAL AND INDUSTRIAL TRAINING
EQUIPMENT RESEARCH FOR OIM; ALTHOUGH ADDITIONAL INFORMA-
TION REQUESTED FROM INTERMARKET ON THAT STUDY, WE
BELIEVE FIRM UNDERSTANDS USDOC REQUIREMENTS AND CAPABLE
OF PRODUCING GOOD RESEARCH. INTERMARKET MADE CLIENT
STUDIES ON HOSPITAL EQUIPMENT IN 1962 AND MEDICAL ANA-
LYSIS PROCESS CONTROL EQUIPMENT IN 1972 IN OTHER
EUROPEAN COUNTRIES.

2. WE RECOMMEND LOW BIDDER INTERMARKET AB; ONLY NEGATIVE
FACTOR IS LACK OF RECENT EXPERIENCE WITH MEDICAL FIELD
IN SWEDEN. OF OTHER BIDDERS WE BELIEVE KONSULTERNA'S
RECENT LABORATORY INSTRUMENTS RESEARCH MAKES
IT EXCELLENT CANDIDATE.

3. WE CONCUR WITH ONE BIDDER'S RECOMMENDATION THAT DATE
FOR FINAL REPORT BE DELAYED TWO WEEKS FROM SEPT 15 DATE
PROPOSED REPAIR. AS SKELETON STAFFING ONLY CAN BE FOUND MANY
SWEDISH OFFICES IN PERIOD FROM MIDSUMMER HOLIDAY (JUNE 20) UNTIL
AUGUST 15, PROBABILITY OF VALID CONCLUSIONS IS GREATLY INCREASED
BY ALLOWING ADDITIONAL TIME FOR INTERVIEWS.
STRAUSZ-HUPE

UNCLASSIFIED

<< END OF DOCUMENT >>

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